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4 DEC 1979

25X1 MEMORANDUM FOR:



FROM:

DCI

For your information, we're taking the Chafees and the Websters to the theater Saturday night. That will leave two empty seats -- the security man would be welcome to use one of them.

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cc:



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Xerox copies to



ARTICLE APPEARED
ON PAGE _____PUBLISHERS WEEKLY
16 November 1979

Petroleum Firm's Protest over Name-Spill Fuels Recall of "Countercoup"

Factual distortions in an account of CIA and British Intelligence operations in Iran 26 years ago prompted McGraw-Hill in August to recall all copies of "Countercoup: The Struggle for the Control of Iran" by Kermit Roosevelt. The recall, and what led up to it, interested *The Wall Street Journal* so much that it featured its account on the front page of the November 6 issue under the headline, "The Coup Against 'Countercoup': How a Book Disappeared." The subhead on the report by David Ignatius read: "The Strange Story of a Fight Involving Spies, Oil Firm And a New York Publisher."

Author Roosevelt, grandson of Theodore Roosevelt, directed Middle East operations and also served as deputy to the chief of clandestine operations for the CIA from 1950 to 1958. "Countercoup," which details the CIA's role in the 1953 coup that restored Shah Mohammed Riza Pahlavi to power, was scheduled for August publication. Copies of the book had reached bookstores in mid-August when McGraw-Hill sent a telegram to distributors and reviewers, urging them to return all copies, at the company's expense, due to "errata and production imperfections."

According to the principals—Roosevelt, McGraw-Hill and British Petroleum Co. Ltd., the multinational oil company—Roosevelt changed the identity of a British Intelligence unit, MI 6, at the insistence of the CIA, which had reviewed the manuscript prior to publication. To disguise MI 6's identity, Roosevelt referred to the unit as Anglo-Iranian Oil Co.—the predecessor to British Petroleum. According to *The Wall Street Journal*, British Petroleum is 51% owned by the British government; the company is also the parent of Sohio, or Standard Oil Co. of Ohio.

Objecting to the implicit suggestion that British Petroleum played a part in engineering the Mideast coup, representatives of BP protested to Roosevelt and McGraw-Hill. The *Journal* said that Rupert Hodges, spokesperson for BP North America, characterized the statements associating BP with covert operations as "wrong, inaccurate and thought to be libelous."

Following discussions among author, publisher and oil company, McGraw-Hill determined that "misstatements" in "Countercoup" were significant enough to warrant a recall, Donald S. Rubin, director of public affairs for McGraw-Hill, told *PW*.

Rubin dismissed any question of McGraw-Hill's succumbing to pressure from BP. "We didn't feel coerced. Nor did we have a quarrel with BP. As responsible publishers we recognized a major problem and acted on it. The changes will only improve the book." A revised edition of "Countercoup" will be published in March 1980.

Rubin added that no one, including the book's editor Bruce Lee, had been permitted to see Roosevelt's manuscript before it was cleared with the CIA. Questioned as to McGraw-Hill's position on the matter of prepublication review by the CIA, Rubin responded: "That's an issue for the author. What happened between the CIA and Kermit Roosevelt is what happened between the CIA and Kermit Roosevelt. It's not a matter we should be involved in."

According to McGraw-Hill's estimate, only 400 copies of the 7500 print run of "Countercoup" ever reached reviewers and distributors, and of these, 85% have been returned since the recall telegrams were sent, August 17.

An informal survey of bookstores and wholesalers, however, found that many stores had never received word of the recall and that many more copies of the book may have been distributed than the company has accounted for. Ingram Book Company, which ordered approximately 150 copies of "Countercoup," according to Ann Phifer, assistant director of purchasing, had no record of the recall telegram. Baker & Taylor's Eastern district center never received the recall telegram, a spokesperson said, though the division had ordered "quantities" of the book.

Bookstores in the Washington area—where interest in "Countercoup" is presumed to be high—told *PW* they had received orders ranging from 15 to 100 copies. Few of the stores were aware of the recall.

Some booksellers who knew of the recall preferred not to return the title. Alfred McCabe, district manager for

the Eastern division at McGraw-Hill, told *PW* he had informed Washington-area retailers of the recall, but noted that they are not obliged to comply with the request.

"It's an independent feeling. If they want to keep selling the book, they go right ahead, and there's nothing we can do about it," McCabe declared.

Retailers that continued to sell "Countercoup" found sales especially brisk following *The Wall Street Journal's* story. Sidney Kramer of Washington's Kramerbooks sold out his 15 copies the day the *Journal* printed its story, and another bookseller, who had been selling "Countercoup" at a slow but steady rate since August, sold out the remaining stock of 10 copies the next day. Said the surprised bookseller who had purchased substantial quantities of "Countercoup" because friends of the author lived in the neighborhood: "We were cleaned out."

Before publication, McGraw-Hill had sold first serial rights for "Countercoup" to *The Washington Post*, which excerpted the book May 6. Macmillan Book Clubs had bought rights to "Countercoup" in July. Pat Crystal, club director, said the title was to have been offered as part of a midwinter dual selection—along with Peter Wyden's "Bay of Pigs" (Simon & Schuster). "Countercoup" will now be offered as a selection next year. STELLA DONG